



DOOH Creative Specs Overview

Place Exchange has worked closely with our publisher partners to simplify the creative build process for buyers. Below is a summary of the key creative specs that will open up access to the majority of Place Exchange inventory and help you get started on creative builds. There may be notable exceptions with certain inventory types, please always confirm final specs with your PX representative as your campaign is being planned.

Simplified Creative Dimensions

While there are thousands of native sizes in OOH, you can access 85% of all Place Exchange inventory with just a few of the most frequently used creative sizes:

- Top display standard sizes
 - **1920x1080** (Landscape for venue categories including Entertainment, Health and Beauty, Movie Theaters, Office Buildings, Point of Care, Residential, Retail, Transit, Urban Panels and more)
 - **1080x1920** (Portrait for venue categories including Entertainment, Health and Beauty, Movie Theaters, Office Buildings, Point of Care, Residential, Retail, Transit, Urban Panels and more)
 - **1400x400, 840x400** (Venue categories including Billboards, Taxi Tops, and Transit)
- Top video standard sizes (:15 second duration)
 - **1920x1080** (Landscape for venue categories including Entertainment, Health and Beauty, Movie Theaters, Office Buildings, Point of Care, Residential, Retail, Transit, Urban Panels and more)
 - **1080x1920** (Portrait for venue categories including Entertainment, Health and Beauty, Movie Theaters, Office Buildings, Point of Care, Residential, Retail, Transit, Urban Panels and more)
 - **1400x400** (Venue categories including Taxi Tops, and Transit)

Contact sales@placeexchange.com to learn more



Creative File Types & Requirements

- **Note:** Minimum and maximum file size requirements vary across each publisher - please reach out to your PX rep for more info
- All files should be built using RGB colors
- Display static file types: .jpg or .png
 - Standard resolution: 72 ppi
- Video file types: .mp4
 - .mp4 files must have an even-numbered pixel resolution
 - Standard bit rate: <5,000kbps
 - Standard FPS rate: 30

Creative Approval Timelines

- For all standard campaigns, creative should be ready for approval at least **3 business days prior to launch**
- For any campaigns that include **spectaculars, airport media, or other controlled inventory categories**, creatives should be ready for approval at least **7 business days prior to launch**

Creative Exceptions

- **Spectaculars:** Spectacular specs vary depending on the screen itself, consult with your PX representative for spectacular-specific specs.
- **Airport inventory:** Select airport inventory may require a non-standard size. Video durations are typically :10 seconds.
- **Sensitive Categories:** Creatives featuring alcohol, cannabis, and political messaging may be subject to additional restrictions. Please reach out to your Place Exchange representative for more information.



DOOH Trafficking Best Practices

- **Creative Rotation:** All creative are fixed to the image/video file associated with the first bid from a given DSP creative ID. As a result, you cannot rotate a creative image/video file behind a third-party tag or within a DSP behind a creative entry that has bid prior. In DOOH, all media owners require "eyes-on" approval for every creative running on their screens. To enable this, Place Exchange snapshots the first bid file and plays out for each future bid from that DSP creative ID.
- **3rd Party Tags:** If using a third party ad server, please ensure you traffic either
 - Standard display tags absent of animation/HTML or
 - VAST video tags (VPAID is not supported for OOH)
 - Ensure tags are **not wrapped with DV/IAS/MOAT/etc.** as those services have not been enabled for DOOH. 3rd party verification services like those mentioned have not yet rolled out offerings for DOOH and the services do not work as currently configured. OOH media owners operate as a closed ecosystem and are the sole determinant of what plays out on their screens, the opportunity for fraud, "out of view" ad placement, adjacency to non-brand safe content, etc. does not exist in the DOOH space as it does for web based environments (PC, mobile, etc.)

Additional Resources:

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| ● Creative Best Practices | ● 3D Creative Overview * |
| ● Dynamic Creative Overview * | ● QR Codes |

*Process may differ from best practices listed in this sheet. Please contact your PX representative for more info.